

YOURS



Free

FLORIDA HOLIDAY!
For Two! Four Days—Three Nights



SPECIAL LIMITED OFFER

PLUS

- FREE YACHT CRUISE FOR TWO
- FREE GUIDED TOUR TO A SHOW PLACE FLORIDA COMMUNITY
- FREE LUNCHEON ON DAY OF TOUR
- FREE NIGHTLY DANCING AND ENTERTAINMENT

MR. T. NELSON
BOX 1456
POUGHKEEPSIE NY

SEE BACK OF ENVELOPE FOR DETAILS



Imagine Getting All This Free!

with 2 orders from 2 different firms whose offers appear in this envelope.

the SEA ISLE

- Free accommodations for two for four days and three nights at the glamorous Sea Isle Hotel in fabulous Miami Beach.
- Sun-swept private beach and tropical swimming pool.
- Talent nights in the unmatched elegance of Miami Beach.
- Water Shows and splash parties, moonlight swimming.
- Complimentary cocktail party
- A free day's outing to a model Florida resort community including two free meals while on tour.
- All the excitement and romance that Florida can offer.



30th on the Ocean in Miami Beach

IMPORTANT INSTRUCTIONS TO FOLLOW in order to receive your FREE FLORIDA VACATION

- After you have ordered from 2 different advertisers fill out coupon.
- BE SURE TO MAIL YOUR ORDERS DIRECTLY TO THE ADVERTISERS—NOT TO CLAY AGENCY, INC.
- Send this coupon along with a stamped self-addressed envelope directly to Clay Agency, Inc. Your free certificate will be rushed to you immediately.

ARE PROBABLY ASKING "HOW CAN YOU AFFORD TO GIVE AWAY FREE FLORIDAY HOLIDAY?" The answer is quite simple. This offer is possible only because a famous Florida corporation and a Miami hotel are co-sponsoring these free vacations in conjunction with sales promotion.

to attract people to Florida, the sponsors spend their advertising dollars on newspaper, TV and magazine coverage, but they have learned from experience that no amount of advertising compares with word of mouth recommendations. A satisfied customer telling his friends about what he has seen and enjoyed is still the best kind of advertising. So these Florida ad companies have pooled their advertising budgets.

Whether we are now able to give you this fabulous Florida Holiday FREE, you can appreciate this offer is limited . . . so make certain you qualify for your FREE Florida Holiday by sending in . . . within the next 10 days—order each from 2 different firms whose offers appear in this envelope.

FLORIDA HOLIDAY REGULATIONS. Subject to terms and conditions contained in Florida Gift Certificate. Transportation to and from Miami not included. Accommodations only provided—no meals except as offered on tour. Resort community required. Not valid if prohibited taxed or regulated by State law.

Clay Agency, Inc.

430 N. Michigan Ave., Chicago, Ill. 60611

Gentlemen: I have ordered the following merchandise from 2 or more companies listed below:

Date	Item	Company Ordered From	Send Free Certificate to:
1.			Name_____
2.			Address_____
			City_____
3.			State_____ Zip_____